

# Birth of the Book Without Equal Strategy

My wife and I have found that friendship evangelism is one of the most effective and powerful means of reaching a lost world.

Wherever we have lived we have intentionally reached out to lost people who God gives us contact with. We have become their friends and worked at the relationship to gain their trust, so that we would be able to share our faith more effectively and with greater impact. We have found that this is a “good strategy” and that statistically most people have come to Jesus through a close relationship.

Here in La Rochelle, France we have applied this same strategy in reaching out to the lost around us and presently have many unsaved friends. We have even seen some salvations, but the process does usually take years, at least in our experience. Certainly this needs to remain part of our life style.

The La Rochelle area has 146,000 inhabitants and the Christian population is a fraction of 1%. If there are those in our area who would respond to the gospel if given the opportunity, they are not being reached. Therefore there needs to be a strategy that goes beyond a required relational connection with a Christian, because there are too few of us here and only very few Christians have unsaved friends they are reaching out to.

At the University of La Rochelle, where I went to language school, I experienced a way to introduce the gospel to people who are cold or indifferent to it. In my class there were 19 other international students from every area of the world. All of us at the end of the semester had to give a lengthy presentation on a subject of our choice in French.

God gave me the idea to introduce the Bible in a way that they would not know I was talking about it. I called my presentation “The Book Without Equal”. I also told the class that I would not tell them what the name of the book was and at the end of my presentation I would ask them if they knew it. I then told them that the reason I chose this subject was that my life had been tremendously impacted by this book.

After this, I gave all the reasons why this book was the most unique in the world. How it had been written, by who, where and when, etc. I explained the diversity of it’s content, historical accuracy, honesty and it’s remarkable continuity after being written by 40 different people over a period of 1500 years.

By the end of my presentation all the students wanted to read this book. I had never mentioned God or Jesus or anything related to religion. Only two people in the class thought they knew what the name of the book was. After telling them that the book was the Bible, I asked them if they wanted to see the God’s Story film on CD which told them the theme of the Bible in a very understandable and simple way. All but one of the students wanted a film and the teacher, who was French, also took a copy.

(Click here to also read: [A Practical Way to Implement the Strategy](#))